



REMARKS

Claims 111-129 are added.

Claims 32, 43, 56-58, 69, 84, and 95 are amended.

Claims 32, 43, 56, 58, 69, 82, 84, 95, 108, 115, 121, 128, and 129 are the independent claims.

No claims are in multiply dependent form.

Page 23 lines 5-10 disclose the concept of adding purchase data from (1) in store purchases and (2) on line purchases into a single database, which relates to claims 56, 57, and 111-121.

Claims 122-129 cover generating a personal page based upon personal information transmitted by a user.

Respectfully submitted,

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